

MAR 17 1988

PHILIP MORRIS U. S. A.
INTER - OFFICE CORRESPONDENCE
Richmond, Virginia

To: Marna Foss van der Ploeg

Date: March 16, 1988

From: Harold S. Huling II *HH*

Subject: Alpine Colors

Enclosed are the various color swatches for the Alpine Promotional Program. The swatches enclosed are:

Display I - For all SBS materials as supplied by AGI

Colors appear sufficiently close for proofing purposes.

PMS 356 Green - Slightly Yellow and Strong

PMS 535 Purple - Slightly Strong

PMS 877 Silver - A Bit Dirty

Display II - For the Pressure Sensitive materials as supplied by Patton.

PMS 356 Green - Strong

PMS 535 Purple - Looks good, however this material is metametric when viewed in Daylight and Cool White Fluorescent lighting.

Please note the trap line of these two (2) colors.

Display III - For the Poly-Band material as supplied by Morrill Press.

PMS 356 Green - Slightly Yellow and Very Strong

Please review this information and give me a call when you get a chance.

cc. E. Gruca

(AlpnCol.NYO)2

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